



FOR YOUR INFORMATION

Rita Schneider

DATE: Sept. 1, 1994
TO: Virginia Slims Brand Group
SUBJECT: Top-Line Summary

Attached is the updated 1994 Virginia Slims Top Line and Spending Summary which reflects the 2nd Revised budget of \$26.4MM.

A savings of \$300M is shown but is being held in reserve as per finance; additional anticipated print savings of \$200M, will be added to the reserve so that it will total \$500M.

Please let me know if the reserve dollars should be reinvested, or transferred .

If you have any questions, please advise.

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2071413944

BRAND: VIRGINIA SLIMS
ADVERTISED PERIOD: FEBRUARY 1994 - JANUARY 1995

23-Aug-94
RECOMMENDED PLAN

	1994 CPE	1994 2ND REVISED BUDGET	
BUDGET:			
PRINT	\$18.2 MM	\$18.2 MM	69.5%
OOH	\$7.9 MM	\$8.0 MM	30.5%
TOTAL	\$26.1 MM	\$26.2 MM	100.0%

KEY INITIATIVES: V-WEAR PROMOTION IN PRINT: PRINT ADVERTISING TO BEGIN IN MARCH WITH GATEFOLDS, SPREADS AND FSIs. BRCs IN NATIONAL MAGAZINES WILL FOLLOW IN APRIL

MEDIA STRATEGY: AUDIENCE: FS 25-44, SEGMENTED INTO TWO CATEGORIES: FS 25-34 AND FS35-44.

KEY GEOGRAPHY: 41 KEY MARKETS: HIGH VIRGINIA SLIMS SDI, HIGH COMPETITIVE SDI OR MARKETS IN WHICH VIRGINIA SLIMS GROWTH IS GREATER THAN THE NATIONAL AVERAGE
- 26 MARKETS TO RECEIVE OOH. (INCLUDES 3 CP MARKETS NOT IN TIER 1 OR 2)
TIER #1 = VSLIMS SDI > 120
TIER #2 = VSLIMS SDI > 100 AND COMPETITOR SDI > 120

CRITICAL PERIODS: V-WEAR PROMOTION IN MARCH, APRIL & JULY, AND BOD IN OCTOBER

COMMUNICATION GOALS: PRINT: 70
OOH: 75 IN TIER 1 MARKETS, 50 IN TIER 2 MARKETS
COMBINED: 80-90

ETHNIC: DELIVER IMPRESSION COMMENSURATE WITH VOLUME CONTRIBUTION (BLACK: 6% VOLUME; HISPANIC: 1% VOLUME)

MAGAZINES/PRINT

DUAL MAGAZINES: BOOKS THAT SERVE BOTH SEGMENTS

1994 PLAN
\$M % RANGE OF
INSERTIONS

CABLE GUIDE \$228.1M	NEW WOMAN \$320.1M	SOAP OPERA MAG. \$20.5M	TRUE STORY \$116.7M
COSMOPOLITAN \$898.5MM	PEOPLE \$1,906.7M	SOAP OPERA UPDATE NONE	TV GUIDE \$772.6M
FIRST FOR WOMEN \$116.3M	REDBOOK \$481.1M	SOAP OPERA WEEKLY \$25.3M	WOMAN'S WORLD \$10.6M
NATIONAL ENQUIRER \$171.6M	SOAP OPERA DIGEST \$146.1M	STAR \$186.4M	

\$5.4 20.6% 5-10 EACH

YOUNGER MAGAZINES: FS 25-34

\$3.5 13.4% 4-8 EACH

ALLURE \$196.2M	*ENTERTAINMENT WEEKLY \$309.8M	REAL BEAUTY \$31.5M	VOGUE \$427.7M
BRIDAL GUIDE \$31.6M	PEOPLE \$1,906.7M	ROLLING STONE \$351.8M	WORKING MOTHER \$178.7M
BRIDES \$96.9M	MADemoiselle \$321.5M	SELF \$223.9M	
ELLE \$201.6M	PREMIERE \$155.5M	US \$239.3M	

OLDER MAGAZINES: FS35-44

\$5.7 21.8% 6-11 EACH

B H & G \$482.7M	LADIES' HOME JOURNAL \$1021.2M	NEWSWEEK \$381.8M	WORKING WOMAN \$134.5M
COUNTRY AMERICA \$127.5M	LIFE \$419.0M	SOUTHERN LIVING \$213.0M	
FAMILY CIRCLE \$513.6M	McCALL'S \$755.4M	*TIME \$405.2M	
HARPER'S BAZAAR \$395.1M	MOVIELINE \$35.4M	WOMAN'S DAY \$950.4M	

OTHER

MILITARY LIFESTYLE \$16.5M	STATESIDE FAMILY \$69.9M	SCENE \$5M	IN STYLE \$89.4M
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\$0.2 0.8%

REMNANT SPACE*

ENTERTAINMENT WEEKLY (8/26-9/2 DOUBLE ISSUE) \$23.6M
TIME (8/22 & 8/29) \$152.2M

BLACK MAGAZINES - (ADVERTISING EXPERTS)

\$1.5 5.7%

BLACK ELEGANCE	EBONY	JET	UPSCALE
BLACK ENTERPRISE	ESSENCE	CLASS	ROP/MAGAPAPERS

FSIs - INCLUDES MILITARY LIFESTYLE FSI

\$1.9 7.3%
\$18.2 69.5%

JANUARY 30 - PAGE (20.4MM) - 24 KEY MISTY MARKETS \$170.2M
FEBRUARY 6 - 3 PAGE SPREAD (35.7MM) - SPRING V-WEAR 41 MARKETS \$731M
JULY 10 - SPREAD (31.1MM) - FALL V-WEAR 41 MARKETS \$415.5M
OCTOBER 9 - SPREAD (32.6MM) - BOOK OF DAYS - \$427.2M
DECEMBER - ONE PAGE (32.0MM) - TBD ~ \$256.2M

OOH VEHICLES

Mo. COST

PM CORP. POOL (11 rtk's)*	4	\$5.2 MM	19.8%
30 SHEET/TRANSIT	4	\$2.1 MM	8.0%
AFRICAN AMERICAN	4	\$0.8 MM	2.9%
TOTAL		\$7.9 MM	30.2%

*SOLD BOSTON TO PARLIAMENT (MARCH, APRIL, AUGUST)

TRADING AREA

TIER #1:

HAWAII*
JACKSON*
NEW ORLEANS*
LAKE CHARLES*
BIRMINGHAM*
DETROIT*
ATLANTA*
CHICAGO*
DALLAS/FT. WORTH*
HOUSTON*
KNOXVILLE

TAMPA*
GREENVILLE*
PENSACOLA
COLUMBIA*
BALTIMORE*

TIER #2

TOLEDO
JACKSONVILLE*
CHARLOTTE
RICHMOND*
OKLAHOMA CITY*
LOS ANGELES*
WASHINGTON DC*
MIAMI*
PITTSBURGH

REMAINING MARKETS (WILL RECEIVE FSIs, BUT NOT OOH, UNLESS CP)

SAN ANTONIO
SAN RAPIDS
SAVANNAH
NASHVILLE
MEMPHIS
SACRAMENTO*
ST. LOUIS
NEW YORK
PHILADELPHIA
SAN DIEGO*
BOSTON (ONLY NOV)

CORPORATE POOL
* MISTY DEFENSE

VIRGINIA SLIMS 1994 MEDIA BUDGET RECAP

	1994 C.P.E. (\$MM)	1994 COMMITTED (\$MM)	\$ DIFF CP.E. vs. COMM. (\$MM)
SECOND REVISED BUDGET	\$26.4		
MAGAZINES *	\$16.2	\$14.3	\$1.9
ROP	\$0.0	\$0.0	\$0.0
SUPPLEMENTS	\$0.0	\$0.0	\$0.0
FSI'S	\$2.0	\$1.7	\$0.3
TOTAL PRINT	\$18.2	\$16.0	\$2.2

* MAGAZINE FIGURES INCLUDE CASH DISCOUNTS

CORPORATE POOL	\$5.2	\$3.7	\$1.5
MARLBORO POOL	\$0.0	\$0.0	\$0.0
STADIA	\$0.0	\$0.0	\$0.0
IN-STORE	\$0.0	\$0.0	\$0.0
OOP	\$2.7	\$2.0	\$0.7
TOTAL OOH	\$7.9	\$5.7	\$2.2

GRAND TOTAL	\$26.1	\$21.7	\$4.4
DIFF. VS. BUDGET	\$0.3	\$4.7	

NOTE: The \$300M underage will be held in reserve; an additional \$200M to be obtained from anticipated print discounts, will be added to the reserve to total \$500M.

VIRGINIA SLIMS 1994 MONTHLY EXPENDITURES (CPE)
(\$ THOUSANDS)

BRAND MEDIUM	JAN	FEB	MAR	1ST QTR	APR	MAY	JUN	2ND QTR	JUL	AUG	SEP	3RD QTR	OCT	NOV	DEC	4TH QTR	TOTAL YEAR
MAGAZINES	(\$21.6)	\$3,567.8	\$1,545.5	\$5,091.7	\$989.8	\$394.9	\$1,087.5	\$2,472.0	\$1,665.6	\$1,600.7	\$1,609.5	\$4,875.8	\$978.9	\$893.9	\$1,862.0	\$3,740.8	\$16,180.3
ROP	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
SUPPLEMENTS	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
FSH	\$170.2	\$731.0	\$0.0	\$901.2	\$0.0	\$0.0	\$0.0	\$0.0	\$415.5	\$0.0	\$0.0	\$415.5	\$427.2	\$0.0	\$256.2	\$682.4	\$2,000.1
TOTAL PRINT	\$148.6	\$4,298.8	\$1,545.5	\$5,992.9	\$989.8	\$394.9	\$1,087.5	\$2,472.0	\$2,081.1	\$1,600.7	\$1,609.5	\$5,291.3	\$1,406.1	\$893.9	\$2,118.2	\$4,424.2	\$16,180.4
CORPORATE POOL	\$0.0	\$0.0	\$1,240.4	\$1,240.4	\$1,204.4	\$0.0	\$0.0	\$1,204.4	\$0.0	\$1,273.1	\$0.0	\$1,273.1	\$0.0	\$1,501.0	\$0.0	\$1,501.0	\$6,218.9
MANLORO POOL	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
STADIA	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
IN-STORE	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0
OOH	\$0.0	\$0.0	\$698.5	\$698.5	\$698.5	\$0.0	\$0.0	\$698.5	\$0.0	\$627.9	\$0.0	\$627.9	\$0.0	\$653.1	\$0.0	\$653.1	\$2,674.0
TOTAL OOH	\$0.0	\$0.0	\$1,938.9	\$1,938.9	\$1,900.9	\$0.0	\$0.0	\$1,900.9	\$0.0	\$1,901.0	\$0.0	\$1,901.0	\$0.0	\$2,154.1	\$0.0	\$2,154.1	\$7,892.9
GRAND TOTAL	\$148.6	\$4,298.8	\$3,482.4	\$7,929.8	\$2,890.6	\$394.9	\$1,087.5	\$4,372.9	\$2,081.1	\$3,501.7	\$1,609.5	\$7,192.3	\$1,406.1	\$3,054.0	\$2,118.2	\$6,578.3	\$26,073.3

☐ COMMITTED

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VIRGINIA SLIMS MONTHLY MAGAZINE PLAN AND ESTIMATED SPENDING

		<u>MARCH</u>	<u>\$M</u>
<u>CORE MAGAZINES</u>			
CABLE GUIDE			
COSMOPOLITAN	6	GF,ROB	\$419,185
FIRST FOR WOMEN			
NATIONAL ENQUIRER	2	SPREAD (3/22)	\$62,748
NEW WOMAN	6	GF,2C+1	\$187,353
PEOPLE	6	GF,ROB ^(20TH)	\$788,486
REDBOOK	2	SPREAD	\$68,638
SOAP OPERA DIGEST	2	2C+1,(3/1)	\$42,326
SOAP OPERA MAGAZINE			
SOAP OPERA UPDATE			
SOAP OPERA WEEKLY			
STAR	2	SPREAD (3/15)	\$49,166
TRUE STORY	6	GF,2C+1	\$71,800
TV GUIDE	2	SPREAD (3/5)	\$158,098
WOMAN'S WORLD			
<u>YOUNGER MAGAZINES</u>			
ALLURE			
BRIDAL GUIDE			
BRIDES			
ELLE			
ENTERTAINMENT WEEKLY	2	2C+1 (3/4)	\$54,987
ACAD. AWARDS VIEWING GUIDE	2	SPREAD	\$31,280
GLAMOUR	2	SPREAD	\$128,192
MADEMOISELLE	2	SPREAD	\$84,300
PREMIERE			
REAL BEAUTY	1	PAGE	\$10,500
ROLLING STONE			
SELF			
US	2	2C+1	\$44,533
VOGUE			
WORKING MOTHER			
<u>OLDER MAGAZINES</u>			
BETTER HOMES & GARDENS			
COUNTRY AMERICA			
FAMILY CIRCLE			
HARPER'S BAZAAR	2	SPREAD	\$48,414
LADIES' HOME JOURNAL	6	GF,2C+1	\$478,000
LHJ MOST FASCINATING WOMEN			
LIFE	2	SPREAD	\$85,070
McCALL'S	6	GF,2C+1	\$390,000
MOVIELINE	2	2C+1	\$11,796
NEWSWEEK			
SOUTHERN LIVING			
TIME			
WOMAN'S DAY	6	GF,2C+1 ^(3/15)	\$428,190
WORKING WOMAN			
<u>OTHER PRINT/MAGAZINES</u>			
IN STYLE			
MILITARY LIFESTYLE			
SCENE	1	3C	\$5,000
STATESIDE FAMILY (Military)			

Cost: \$3,648,062.0

	Mainline	Mainline & Expert
FS 25-44	73R/3.0F	75R/3.1F
FS 25-34	75R/2.9F	78R/2.9F
FS 35-44	72R/3.0F	75R/3.1F

GROSS IMP. ('000) FS 25-44	29,336
CPM FS 25-44	\$124,354

VSS 25-54	67R/2.7F
BLACK FS 21+	76R/3.4F
HISP. FS 21+	63R/2.8F

NP1.WK3

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VIRGINIA SLIMS MONTHLY MAGAZINE PLAN AND ESTIMATED SPENDING

		<u>APRIL</u>	<u>\$M</u>
<u>CORE MAGAZINES</u>			
CABLE GUIDE			
COSMOPOLITAN	1.5	PAGE/BRC	\$85,775
FIRST FOR WOMEN	1.6	PAGE/BRC (4/18)	\$17,527
NATIONAL ENQUIRER			
NEW WOMAN	2.0	PAGE/BRC	\$41,435
PEOPLE	1.6	PAGE/BRC (4/11)	\$167,240
REDBOOK	1.6	PAGE/BRC	\$74,416
SOAP OPERA DIGEST			
SOAP OPERA MAGAZINE			
SOAP OPERA UPDATE	1.6	PAGE/BRC	Full credit
SOAP OPERA WEEKLY			
STAR			
TRUE STORY	1.5	PAGE/BRC	\$19,638
TV GUIDE			
WOMAN'S WORLD			
<u>YOUNGER MAGAZINES</u>			
ALLURE			
BRIDAL GUIDE			
BRIDES			
ELLE			
ENTERTAINMENT WEEKLY			
ACAD. AWARDS VIEWING GUIDE			
GLAMOUR	1.6	PAGE/BRC	\$102,260
MADMOISELLE	1.6	PAGE/BRC	\$66,489
PREMIERE			
REAL BEAUTY			
ROLLING STONE			
SELF			
US	2.0	PAGE/BRC	\$39,937
VOGUE	1.6	PAGE/BRC	\$78,753
WORKING MOTHER	1.5	PAGE/BRC	\$36,750
<u>OLDER MAGAZINES</u>			
BETTER HOMES & GARDENS	1.6	PAGE/BRC	\$132,030
COUNTRY AMERICA			
FAMILY CIRCLE	1.7	PAGE/BRC	\$93,058
HARPER'S BAZAAR			
LADIES' HOME JOURNAL	1.4	PAGE/BRC	\$98,940
LHJ MOST FASCINATING WOMEN			
LIFE	2.0	PAGE/BRC	\$107,607
McCALL'S	1.5	PAGE/BRC	\$83,683
MOVELINE			
NEWSWEEK			
SOUTHERN LIVING			
TIME			
WOMAN'S DAY	1.6	PAGE/BRC	\$76,829
WORKING WOMAN	1.5	PAGE/BRC	\$40,490
<u>OTHER PRINT/MAGAZINES</u>			
IN STYLE			
MILITARY LIFESTYLE			
SCENE			
STATESIDE FAMILY (Military)			
Cost:		\$1,360,857.0	
		Mainline & Experti	
FS 25-44		67R/2.7F	70R/2.9F
FS 25-34		67R/2.7F	70R/2.8F
FS 35-44		68R/2.8F	70R/3.0F
* GROSS IMP. ('000) FS 25-44		36,466	
CPM FS 25-44		\$37,319	
VSS 25-54		58R/2.7F	
BLACK FS 21+		57R/2.6F	
HISP. FS 21+		63R/2.7F	

NP1.WK3

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VIRGINIA SLIMS MONTHLY MAGAZINE PLAN AND ESTIMATED SPENDING

		<u>MAY</u>	<u>\$M</u>
<u>CORE MAGAZINES</u>			
CABLE GUIDE	1	BC	\$46,655
COSMOPOLITAN	1	PAGE	\$45,719
FIRST FOR WOMEN	1	PAGE (5/30)	\$10,080
NATIONAL ENQUIRER	1	BC(5/24)	\$38,304
NEW WOMAN	1	PAGE	\$21,789
PEOPLE	1	BC (5/9)	\$122,920
REDBOOK	1	PAGE	\$34,319
SOAP OPERA DIGEST			
SOAP OPERA MAGAZINE	1	BC(5/3)	\$3,000
SOAP OPERA UPDATE			
SOAP OPERA WEEKLY			
STAR	1	BC(5/16)	\$30,012
TRUE STORY			
TV GUIDE			
WOMAN'S WORLD			
<u>YOUNGER MAGAZINES</u>			
ALLURE	1	PAGE	\$28,032
BRIDAL GUIDE			
BRIDES			
ELLE	1	PAGE	\$32,095
ENTERTAINMENT WEEKLY	1	PAGE (5/20)	\$29,088
ACAD. AWARDS VIEWING GUIDE			
GLAMOUR	1	PAGE	\$64,098
MADEMOISELLE			
PREMIERE	1	PAGE	\$22,212
REAL BEAUTY			
ROLLING STONE			
SELF	1	PAGE	\$44,771
US			
VOGUE			
WORKING MOTHER	1	PAGE	\$20,279
<u>OLDER MAGAZINES</u>			
BETTER HOMES & GARDENS			
COUNTRY AMERICA	1	PAGE	\$31,865
FAMILY CIRCLE	1	3C	\$69,444
HARPER'S BAZAAR			
LADIES' HOME JOURNAL	1	BC	\$74,234
LHJ MOST FASCINATING WOMEN			
LIFE			
McCALL'S	1	PAGE	\$46,183
MOVIELINE			
NEWSWEEK	1	PAGE (5/9)	\$83,660
SOUTHERN LIVING			
TIME			
WOMAN'S DAY	1	3C (5/17)	\$54,434
WORKING WOMAN	1	PAGE	\$23,490
<u>OTHER PRINT/MAGAZINES</u>			
IN STYLE			
MILITARY LIFESTYLE			
SCENE			
STATESIDE FAMILY (Military)	1	BC	\$13,970
Cost:		\$990,651.0	
		Mainline	Mainline & Expert
FS 25-44		71R/3.0F	74R/3.2F
FS 25-34		72R/2.9F	74R/3.1F
FS 35-44		70R/3.1F	73R/3.3F
* GROSS IMP. ('000) FS 25-44		28,670	
CPM FS 25-44		\$34,554	
VSS 25-54		63R/2.7F	
BLACK FS 21+		63R/2.8F	
HISP. FS 21+		64R/2.9F	

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VIRGINIA SLIMS MONTHLY MAGAZINE PLAN AND ESTIMATED SPENDING

		<u>JULY</u>	<u>\$M</u>
<u>CORE MAGAZINES</u>			
CABLE GUIDE	1	BC	\$46,655
COSMOPOLITAN	2	SPREAD	\$91,438
FIRST FOR WOMEN	1	BC (7/11)	\$15,120
NATIONAL ENQUIRER	1	BC (7/12)	\$35,264
NEW WOMAN			
PEOPLE	2	SPREAD (7/25)	\$178,770
REDBOOK	1	BC	\$48,047
SOAP OPERA DIGEST			
SOAP OPERA MAGAZINE	1	BC (7/19)	\$3,000
SOAP OPERA UPDATE			
SOAP OPERA WEEKLY	1	BC (7/12)	\$6,560
STAR	1	BC (7/26)	\$27,552
TRUE STORY	2	SPREAD	\$17,160
TV GUIDE			
WOMAN'S WORLD			
<u>YOUNGER MAGAZINES</u>			
ALLURE			
BRIDAL GUIDE			
BRIDES			
ELLE	1	BC	\$34,886
ENTERTAINMENT WEEKLY	1	BC (7/22)	\$37,523
ACAD. AWARDS VIEWING GUIDE			
GLAMOUR			
MADMOISELLE			
PREMIERE	1	3C	\$22,212
REAL BEAUTY	1	PAGE	\$10,500
ROLLING STONE	2	SPREAD	\$78,178
SELF	1	PAGE	\$44,771
US			
VOGUE	2	SPREAD	\$99,706
WORKING MOTHER			
<u>OLDER MAGAZINES</u>			
BETTER HOMES & GARDENS	1	PAGE	\$70,130
COUNTRY AMERICA	2	SPREAD	\$63,730
FAMILY CIRCLE	1	BC (6/28)	\$89,563
HARPER'S BAZAAR	2	SPREAD	\$48,414
LADIES' HOME JOURNAL			
LHJ MOST FASCINATING WOMEN			
LIFE	2	SPREAD	\$85,070
McCALL'S			
MOVIELINE			
NEWSWEEK			
SOUTHERN LIVING			
TIME	1	PAGE (7/11)	\$100,373
WOMAN'S DAY	2	SPREAD (7/19)	\$84,408
WORKING WOMAN			
<u>OTHER PRINT/MAGAZINES</u>			
IN STYLE			
MILITARY LIFESTYLE	1	BC	\$5,500
SCENE			
STATESIDE FAMILY (Military)			

Cost:	\$1,344,530.0	Mainline & Experti
	Mainline	
FS 25-44	73R/2.8F	75R/2.9F
FS 25-34	75R/2.7F	77R/2.8F
FS 35-44	71R/2.8F	74R/2.9F

* GROSS IMP. ('000) FS 25-44	27,085
CPM FS 25-44	\$49,641

VSS 25-54	66R/2.7F
BLACK FS 21 +	64R/2.7F
HISP. FS 21 +	66R/2.7F

NP1.WK3

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VIRGINIA SLIMS MONTHLY MAGAZINE PLAN AND ESTIMATED SPENDING

		<u>AUGUST</u>	<u>\$M</u>
<u>CORE MAGAZINES</u>			
CABLE GUIDE			
COSMOPOLITAN	1	BC	\$61,492
FIRST FOR WOMEN	2	SPREAD (8/22)	\$20,160
NATIONAL ENQUIRER			
NEW WOMAN			
PEOPLE	2	SPREAD (8/29)	\$168,058
REDBOOK	2	SPREAD	\$88,638
SOAP OPERA DIGEST	2	2C+P1 (8/30)	\$42,326
SOAP OPERA MAGAZINE	1	BC(8/18)	\$3,000
SOAP OPERA UPDATE			
SOAP OPERA WEEKLY	1	BC (8/18)	\$6,560
STAR			
TRUE STORY			
TV GUIDE	2	SPREAD (8/13)BONUS	\$79,049
WOMAN'S WORLD			
<u>YOUNGER MAGAZINES</u>			
ALLURE	2	SPREAD	\$58,064
BRIDAL GUIDE			
BRIDES	1	PAGE	\$32,288
ELLE	1	3C	\$32,095
ENTERTAINMENT WEEKLY	1	BC(8/5) REMNANT PG (8/22)	\$61,182
ACAD. AWARDS VIEWING GUIDE			
GLAMOUR			
MADMOISELLE	2	SPREAD	\$84,300
PREMIERE			
REAL BEAUTY			
ROLLING STONE	2	SPREAD (8/25)	\$78,178
SELF	2	SPREAD	\$89,542
US	1	BC	\$27,570
VOGUE	2	SPREAD	\$99,706
WORKING MOTHER	2	SPREAD	\$40,558
<u>OLDER MAGAZINES</u>			
BETTER HOMES & GARDENS	1	PAGE	\$70,130
COUNTRY AMERICA			
FAMILY CIRCLE	1	BC (8/9)	\$89,563
HARPER'S BAZAAR	1	BC	\$45,736
LADIES' HOME JOURNAL			
LHJ MOST FASCINATING WOMEN			
LIFE			
McCALL'S	2	SPREAD/1ST BONUS	\$46,183
MOVIELINE	2	2C+1	\$11,796
NEWSWEEK	1	PAGE (8/22)	\$83,680
SOUTHERN LIVING	2	SPREAD	\$106,500
TIME	1	PG (REMNPANT8/22)*	\$78,073
WOMAN'S DAY	2	SPREAD (8/9)	\$84,408
WORKING WOMAN			
<u>OTHER PRINT/MAGAZINES</u>			
IN STYLE	2	CENTERSPREAD	\$29,808
MILITARY LIFESTYLE			
SCENE			
STATESIDE FAMILY (Military)	1	BC	\$13,970
Cost:		\$1,698,573.4	
		Mainline	Mainline & Expert
FS 25-44		72R/3.0F	74R/3.1F
FS 25-34		74R/3.2F	76R/3.3F
FS 35-44		72R/3.1F	75R/3.2F
GROSS IMP. ('000) FS 25-44			29,409
CPM FS 25-44			\$57,689
VSS 25-54		65R/2.8F	
BLACK FS 21+		65R/2.8F	
HISP. FS 21+		67R/2.8F	

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VIRGINIA SLIMS MONTHLY MAGAZINE PLAN AND ESTIMATED SPENDING

	<u>SEPTEMBER</u>	<u>\$M</u>
<u>CORE MAGAZINES</u>		
CABLE GUIDE	1 BC	\$46,655
COSMOPOLITAN		
FIRST FOR WOMEN		
NATIONAL ENQUIRER		
NEW WOMAN	1 OPP. TOC	\$21,789
PEOPLE	1 PAGE (9/19)	\$89,385
REDBOOK	1 PAGE	\$34,319
SOAP OPERA DIGEST		
SOAP OPERA MAGAZINE	1 BC (9/20)	\$3,000
SOAP OPERA UPDATE		
SOAP OPERA WEEKLY		
STAR		
TRUE STORY	1 BC (9/13)	\$27,552
TV GUIDE	1 BC (9/10)	\$109,620
WOMAN'S WORLD		
<u>YOUNGER MAGAZINES</u>		
ALLURE		
BRIDAL GUIDE	1 SEP/OCT	\$10,356
BRIDES		
ELLE	1 PAGE	\$32,095
ENTERTAINMENT WEEKLY		
ACAD. AWARDS VIEWING GUIDE		
GLAMOUR	1 PAGE	\$64,096
MADEMOISELLE	1 3C	\$44,269
PREMIERE	1 PAGE	\$22,212
REAL BEAUTY	1 PAGE	\$10,500
ROLLING STONE	1 PAGE (9/22)	\$39,089
SELF		
US	1 PAGE	\$21,208
VOGUE	1 PAGE	\$49,853
WORKING MOTHER	1 PAGE	\$20,279
<u>OLDER MAGAZINES</u>		
BETTER HOMES & GARDENS		
COUNTRY AMERICA		
FAMILY CIRCLE	1 BC (9/1)	\$89,563
HARPER'S BAZAAR		
LADIES' HOME JOURNAL	1 OPP. TOC	\$52,310
LHJ MOST FASCINATING WOMEN		
LIFE	1 PAGE	\$42,535
McCALL'S		
MOVIELINE		
NEWSWEEK		
SOUTHERN LIVING	1 PAGE	\$53,250
TIME		
WOMAN'S DAY	1 PAGE (9/20)	\$42,204
WORKING WOMAN		
<u>OTHER PRINT/MAGAZINES</u>		
IN STYLE		
MILITARY LIFESTYLE	1 BC	\$5,500
SCENE		
STATESIDE FAMILY (Military)		

Cost: \$931,639.0

	Mainline	Mainline & Expert
FS 25-44	71R/2.3F	74R/2.4F
FS 25-34	72R/2.3F	74R/2.4F
FS 35-44	71R/2.4F	75R/2.5F

* GROSS IMP. ('000) FS 25-44 22,470
CPM FS 25-44 \$41,461

VSS 25-54	66R/2.3F
BLACK FS 21+	64R/2.3F
HISP. FS 21+	69R/2.4F

VIRGINIA SLIMS MONTHLY MAGAZINE PLAN AND ESTIMATED SPENDING

		<u>OCTOBER</u>	<u>\$M</u>
<u>CORE MAGAZINES</u>			
CABLE GUIDE			
COSMOPOLITAN			
FIRST FOR WOMEN	2	BC(10/3 & 10/24)	\$30,240
NATIONAL ENQUIRER	1	BC (10/4)	\$35,264
NEW WOMAN			
PEOPLE	2	SPREAD (10/24)	\$156,058
REDBOOK	2	SPREAD	\$68,638
SOAP OPERA DIGEST	2	2C+1 (10/25)	\$42,326
SOAP OPERA MAGAZINE	1	BC (10/11)	\$3,000
SOAP OPERA UPDATE			
SOAP OPERA WEEKLY			
STAR	1	BC (10/25)	\$27,552
TRUE STORY	1	PAGE	\$8,085
TV GUIDE	2	SPREAD (10/1)	\$158,098
WOMAN'S WORLD	1	PAGE (10/11)	\$10,620
<u>YOUNGER MAGAZINES</u>			
ALLURE	2	SPREAD	\$56,064
BRIDAL GUIDE			
BRIDES	1	PAGE	\$32,288
ELLE	2	SPREAD	\$64,190
ENTERTAINMENT WEEKLY			
ACAD. AWARDS VIEWING GUIDE			
GLAMOUR	2	SPREAD	\$128,192
MADMOISELLE			
PREMIERE	1	PAGE	\$22,212
REAL BEAUTY			
ROLLING STONE	2	SPREAD (10/6)	\$78,178
SELF			
US	1	PAGE	\$21,208
VOGUE	2	SPREAD	\$99,706
WORKING MOTHER			
<u>OLDER MAGAZINES</u>			
BETTER HOMES & GARDENS	1	OPP.MASTHEAD	\$70,130
COUNTRY AMERICA			
FAMILY CIRCLE			
HARPER'S BAZAAR	2	SPREAD	\$48,414
LADIES' HOME JOURNAL	2	SPREAD	\$104,620
LHJ MOST FASCINATING WOMEN			
LIFE	1	BC	\$56,206
McCALL'S	1	PAGE	\$46,183
MOVIELINE	2	CENTERSPREAD	\$11,796
NEWSWEEK			
SOUTHERN LIVING	1	OPP. TOC	\$53,250
TIME	1	3C (10/10)	\$100,373
WOMAN'S DAY	1	PAGE (10/11)	\$44,965
WORKING WOMAN			
<u>OTHER PRINT/MAGAZINES</u>			
IN STYLE	2	SPREAD	\$29,808
MILITARY LIFESTYLE			
SCENE			
STATESIDE FAMILY (Military)	1	BC	\$13,970
Cost:		\$1,621,654.0	
		Mainline	Mainline & Experti
FS 25-44		72R/3.1F	74R/3.1F
FS 25-34		74R/3.0F	76R/3.0F
FS 35-44		71R/3.1F	74R/3.1F
GROSS IMP. ('000) FS 25-44		29,790	
CPM FS 25-44		\$54,436	
VSS 25-54		64R/2.9F	
BLACK FS 21+		63R/3.0F	
HISP. FS 21+		67R/2.9F	

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VIRGINIA SLIMS MONTHLY MAGAZINE PLAN AND ESTIMATED SPENDING

		<u>NOVEMBER</u>	<u>\$M</u>
<u>CORE MAGAZINES</u>			
CABLE GUIDE	1	2C	\$41,469
COSMOPOLITAN	1	PAGE	\$45,719
FIRST FOR WOMEN	1	PAGE (11/14)	\$10,080
NATIONAL ENQUIRER			
NEW WOMAN			
PEOPLE	1	PAGE (11/28)	\$78,029
REDBOOK	1	3C	\$36,034
SOAP OPERA DIGEST			
SOAP OPERA MAGAZINE			
SOAP OPERA UPDATE			
SOAP OPERA WEEKLY			
STAR			
TRUE STORY			
TV GUIDE			
WOMAN'S WORLD			
<u>YOUNGER MAGAZINES</u>			
ALLURE			
BRIDAL GUIDE	1	NOV/DEC 3C	\$10,874
BRIDES			
ELLE	1	3C	\$32,095
ENTERTAINMENT WEEKLY	1	PAGE (11/18)	\$29,088
ACAD. AWARDS VIEWING GUIDE			
GLAMOUR			
MADEMOISELLE			
PREMIERE	1	PAGE	\$22,212
REAL BEAUTY			
ROLLING STONE	1	PAGE (11/17)	\$39,089
SELF			
US	1	PAGE	\$21,208
VOGUE			
WORKING MOTHER	1	PAGE	\$20,279
<u>OLDER MAGAZINES</u>			
BETTER HOMES & GARDENS	1	PAGE	\$70,130
COUNTRY AMERICA			
FAMILY CIRCLE	1	PAGE (11/1)	\$57,308
HARPER'S BAZAAR	1	BC	\$45,736
LADIES' HOME JOURNAL	1	PAGE	\$52,310
LHJ MOST FASCINATING WOMEN	1	PAGE	\$5,882
LIFE			
McCALL'S	1	3C	\$50,789
MOVIELINE			
NEWSWEEK	1	BC (11/14)	\$107,239
SOUTHERN LIVING			
TIME			
WOMAN'S DAY	1	PAGE (11/22)	\$44,985
WORKING WOMAN	2	SPREAD	\$46,980
<u>OTHER PRINT/MAGAZINES</u>			
IN STYLE			
MILITARY LIFESTYLE	1	BC	\$5,500
SCENE			
STATESIDE FAMILY (Military)			

Cost: \$873,034.8

		Mainline & Experti
FS 25-44	71R/2.7F	72R/2.7F
FS 25-34	71R/2.7F	72R/2.7F
FS 35-44	70R/2.9F	72R/2.9F
* GROSS IMP. ('000) FS 25-44	26,227	
CPM FS 25-44	\$33,288	
VSS 25-54	65R/2.6F	
BLACK FS 21+	60R/2.6F	
HISP. FS 21+	61R/2.6F	

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VIRGINIA SLIMS MONTHLY MAGAZINE PLAN AND ESTIMATED SPENDING

		<u>DECEMBER</u>	<u>\$M</u>
<u>CORE MAGAZINES</u>			
CABLE GUIDE			
COSMOPOLITAN	1	PAGE	\$45,719
FIRST FOR WOMEN	1	BC(12/05)	\$15,120
NATIONAL ENQUIRER			
NEW WOMAN			
PEOPLE	1	PAGE	\$91,753
REDBOOK			
SOAP OPERA DIGEST	1	PAGE (12/20)	\$19,074
SOAP OPERA MAGAZINE	1	BC(12/13)	\$3,000
SOAP OPERA UPDATE			
SOAP OPERA WEEKLY	1	BC(12/13)	\$6,560
STAR			
TRUE STORY			
TV GUIDE	1	BC (12/10)	\$109,620
WOMAN'S WORLD			

YOUNGER MAGAZINES

ALLURE			
BRIDAL GUIDE			
BRIDES	1	PAGE	\$32,288
ELLE			
ENTERTAINMENT WEEKLY	1	BC(12/9)	\$37,523
ACAD. AWARDS VIEWING GUIDE			
GLAMOUR			
MADemoiselle	1	PAGE	\$42,150
PREMIERE	1	PAGE	\$22,212
REAL BEAUTY			
ROLLING STONE	1	PAGE (12/29)	\$39,089
SELF			
US	1	PAGE	\$21,208
VOGUE			
WORKING MOTHER			

OLDER MAGAZINES

BETTER HOMES & GARDENS	1	OPP MASTHEAD	\$70,130
COUNTRY AMERICA	1	PAGE	\$31,865
FAMILY CIRCLE	1	PAGE	\$57,308
HARPER'S BAZAAR			
LADIES' HOME JOURNAL	1	PAGE	\$52,310
LHJ MOST FASCINATING WOMEN			
LIFE	1	PAGE	\$42,535
McCALL'S	1	PAGE	\$46,183
MOVELINE			
NEWSWEEK	1	BC (12/18)	\$107,239
SOUTHERN LIVING			
TIME	1	BC (12/20)	\$128,370
WOMAN'S DAY			
WORKING WOMAN			

OTHER PRINT/MAGAZINES

IN STYLE			
MILITARY LIFESTYLE			
SCENE			
STATESIDE FAMILY (Military)	1	BC	\$13,970

Cost: \$1,035,226.0

	Mainline	Mainline & Expert
FS 25-44	73R/2.7F	76R/2.9F
FS 25-34	74R/2.7F	76R/2.9F
FS 35-44	72R/2.8F	75R/3.0F

* GROSS IMP. ('000) FS 25-44 27,117
CPM FS 25-44 \$38,176

VSS 25-54 68R/2.6F

BLACK FS 21+ 64R/2.6F
HISP. FS 21+ 65R/2.6F

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VIRGINIA SLIMS MONTHLY MAGAZINE PLAN AND ESTIMATED SPENDING

		<u>JANUARY</u>	<u>\$M</u>
<u>CORE MAGAZINES</u>			
CABLE GUIDE	1	BC	\$46,655
COSMOPOLITAN	2	SPREAD	\$91,438
FIRST FOR WOMEN			
NATIONAL ENQUIRER			
NEW WOMAN	2	2C+1	\$47,723
PEOPLE	1	PAGE (1/2)	\$78,029
REDBOOK	1	BC	\$48,047
SOAP OPERA DIGEST			
SOAP OPERA MAGAZINE	1	PAGE (1/2)	\$2,500
SOAP OPERA UPDATE			
SOAP OPERA WEEKLY	1	PAGE (1/2)	\$5,603
STAR	1	PAGE (1/3)	\$24,583
TRUE STORY			
TV GUIDE	2	SPREAD (1/7)	\$158,098
WOMAN'S WORLD			
<u>YOUNGER MAGAZINES</u>			
ALLURE	2	SPREAD	\$56,064
BRIDAL GUIDE	1	PAGE	\$10,356
BRIDES			
ELLE	2	SPREAD	\$64,190
ENTERTAINMENT WEEKLY	1	PAGE (1/6)	\$29,088
ACAD. AWARDS VIEWING GUIDE			
GLAMOUR	2	SPREAD	\$128,192
MADEMOISELLE			
PREMIERE	1	PAGE	\$22,212
REAL BEAUTY			
ROLLING STONE			
SELF	1	PAGE	\$44,771
US	2	SPREAD	\$42,416
VOGUE			
WORKING MOTHER	2	SPREAD	\$40,558
<u>OLDER MAGAZINES</u>			
BETTER HOMES & GARDENS			
COUNTRY AMERICA			
FAMILY CIRCLE			
HARPER'S BAZAAR	2	SPREAD	\$48,414
LADIES' HOME JOURNAL	2	SPREAD	\$104,820
LHJ MOST FASCINATING WOMEN			
LIFE			
McCALL'S	2	SPREAD(BONUS)	\$46,183
MOVIELINE			
NEWSWEEK			
SOUTHERN LIVING			
TIME			
WOMAN'S DAY	2	SPREAD (1/17)	\$89,970
WORKING WOMAN	1	PAGE	\$23,490
<u>OTHER PRINT/MAGAZINES</u>			
IN STYLE	2	SPREAD	\$26,828
MILITARY LIFESTYLE			
SCENE			
STATESIDE FAMILY (Military)	1	BC	\$13,970

Cost: \$1,293,997.6

	Mainline
FS 25-44	75R/3.0F
FS 25-34	74R/2.7F
FS 35-44	73R/2.8F

* GROSS IMP. ('000) FS 25-44	27,117
CPM FS 25-44	\$47,719

VSS 25-54	69R/2.8F
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BLACK FS 21+	65R/2.8F
HISP. FS 21+	67R/2.9F

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VIRGINIA SLIMS MONTHLY MAGAZINE PLAN AND ESTIMATED SPENDING

	Totl Pgs	Total Cost
<u>CORE MAGAZINES</u>		
CABLE GUIDE	5.0	228.1
COSMOPOLITAN	15.5	886.5
FIRST FOR WOMEN	9.6	118.3
NATIONAL ENQUIRER	5.0	171.6
NEW WOMAN	12.0	320.1
PEOPLE	18.6	1906.7
REDBOOK	12.6	481.1
SOAP OPERA DIGEST	7.0	146.1
SOAP OPERA MAGAZINE	7.0	20.5
SOAP OPERA UPDATE	1.6	full credit
SOAP OPERA WEEKLY	4.0	25.3
STAR	7.0	186.4
TRUE STORY	10.5	116.7
TV GUIDE	10.0	772.6
WOMAN'S WORLD	1.0	10.6
		5390.6
<u>YOUNGER MAGAZINES</u>		
ALLURE	7.0	196.2
BRIDAL GUIDE	3.0	31.6
BRIDES	3.0	96.9
ELLE	9.0	291.6
ENTERTAINMENT WEEKLY	8.0	278.5
ACAD. AWARDS VIEWING GUIDE	0.7	31.3
GLAMOUR	9.6	615
MADMOISELLE	7.6	321.5
PREMIERE	7.0	155.5
REAL BEAUTY	3.0	31.5
ROLLING STONE	9.0	351.8
SELF	5.0	223.9
US	11.0	239.3
VOGUE	8.6	427.7
WORKING MOTHER	8.5	178.7
		3471.0
<u>OLDER MAGAZINES</u>		
BETTER HOMES & GARDENS	6.6	482.7
COUNTRY AMERICA	4.0	127.5
FAMILY CIRCLE	7.7	513.6
HARPER'S BAZAAR	10.0	285.1
LADIES' HOME JOURNAL	15.4	1015.3
LHJ MOST FASCINATING WOMEN	1.0	5.9
LIFE	9.0	419.0
McCALL'S	15.5	755.4
MOVELINE	6.0	35.4
NEWSWEEK	4.0	381.8
SOUTHERN LIVING	4.0	213.0
TIME	4.0	405.2
WOMAN'S DAY	17.6	950.4
WORKING WOMAN	5.5	134.5
		5724.8
<u>OTHER PRINT/MAGAZINES</u>		
IN STYLE	6.0	89.4
MILITARY LIFESTYLE	3.0	16.5
SCENE	1.0	5.0
STATESIDE FAMILY (Military)	5.0	69.9

Cost: 351.7 \$14,582.2

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(BY ISSUE DATE)

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VIRGINIA SLIMS
1994 RECOMMENDED PRINT SCHEDULE
REVISED AUGUST 23, 1994

(BY ON SALE DATE)

CORE MAGAZINES	February	March	April	May	June	July	August	September	October	November	December	January	Nat'l Insert
CABLE GUIDE				BC	BC			BC		2C		BC	5.0
COSMOPOLITAN	GF, ROB	PAGE/BRC	PAGE			SPREAD	BC			PAGE	PAGE	SPREAD	15.5
FIRST FOR WOMEN		PAGE/BRC	PAGE		BC		SPREAD	BC	BC	BC			9.6
NATIONAL ENQUIRER		SPREAD		BC		BC			BC	BC			5.0
NEW WOMAN	GF, 2C+1	PAGE/BRC	PAGE					PAGE				2C+1	12.0
PEOPLE (*20TH ANNIV. ISSUE)	* GF, ROB	PAGE/B	BC	BC		SPREAD	SPREAD	PAGE	SPREAD	PAGE	PAGE	PAGE	18.6
REDBOOK	SPREAD	PAGE/BRC	PAGE		BC		SPREAD	3C	SPREAD	3C		BC	12.6
SOAP OPERA DIGEST	2C+1						SPREAD		2C			PAGE	7.0
SOAP OPERA MAGAZINE			BC			BC	BC	BC	BC		BC	PAGE	7.0
SOAP OPERA UPDATE		PAGE/BRC				BC	BC				BC	PAGE	1.6
SOAP OPERA WEEKLY						BC	BC				BC	PAGE	4.0
STAR	SPREAD			BC				BC	BC			PAGE	7.0
TRUE STORY	GF, 2C+1	PAGE/BRC				SPREAD			PAGE				10.5
TV GUIDE	SPREAD						SPREAD	PAGE	SPREAD		BC	SPREAD	10.0
WOMAN'S WORLD									PAGE				1.0
YOUNGER MAGAZINES													
ALLURE				PAGE			SPREAD		SPREAD			SPREAD	7.0
BRIDAL GUIDE							PAGE		3C			PAGE	3.0
BRIDES				PAGE			PAGE	PAGE			PAGE		3.0
ELLE						BC	3C	PAGE	SPREAD		3C		9.0
ENTERTAINMENT WEEKLY*	SPREAD*												0.7
(*ACADEMY AWARDS ISSUE)													
ENTERTAINMENT WEEKLY	2C+1		BC			BC	BC	HP		PAGE	BC	PAGE	8.0
GLAMOUR	SPREAD	PAGE/BRC	PAGE					PAGE	SPREAD			SPREAD	9.6
MADMOISELLE	SPREAD	PAGE/BRC					SPREAD	3C			PAGE		7.6
PREMIERE				PAGE		3C		PAGE		PAGE	3C	PAGE	7.0
REAL BEAUTY			PAGE			PAGE			PAGE				3.0
ROLLING STONE						SPREAD	SPREAD	PAGE	SPREAD	PAGE		PAGE	9.0
SELF				PAGE		PAGE	SPREAD					PAGE	5.0
US	2C+1	PAGE/BRC					BC	PAGE	BC	PAGE	PAGE	SPREAD	11.0
VOGUE		PAGE/BRC				SPREAD	SPREAD		PAGE	SPREAD			8.6
WORKING MOTHER			PAGE/BRC	PAGE			SPREAD	PAGE		PAGE		SPREAD	8.5
OLDER MAGAZINES													
BETTER HOMES & GARDENS		PAGE/BRC				PAGE	PAGE		MASTHEAD	TOC	PAGE		6.6
COUNTRY AMERICA				PAGE			SPREAD				PAGE		4.0
FAMILY CIRCLE		PAGE/BRC		3C		BC		BC	BC	PAGE		PAGE	7.7
HARPER'S BAZAAR	SPREAD					SPREAD	BC		SPREAD	BC		SPREAD	10.0
LADIES' HOME JOURNAL	GF, 2C+1	PAGE/BRC	BC					PAGE	SPREAD	PAGE	PAGE	SPREAD	15.4
LHJ MOST FASCINATING WOM.										PAGE			1.0
LIFE	SPREAD	PAGE/BRC				SPREAD		PAGE	BC		PAGE		9.0
MCCALL'S	GF, 2C+1	PAGE/BRC	PAGE				PAGE		PAGE	PAGE	PAGE	SPREAD	15.5
MOVIELINE	2C+1						2C+1		CNTRSPRD				6.0
NEWSWEEK			PAGE				PAGE			BC	PAGE		4.0
SOUTHERN LIVING							SPREAD	PAGE	OFF. TOC				4.0
TIME						PAGE	HP				BC		4.0
WOMAN'S DAY	GF 2C+1	PAGE/BRC	3C			SPREAD	SPREAD	PAGE	PAGE	PAGE		SPREAD	17.6
WORKING WOMAN		PAGE/BRC	PAGE					SPREAD				PAGE	5.5
OTHER PRINT/MAGAZINES													
IN STYLE							CENTERSPREAD		SPREAD			SPREAD	6.0
SCENE		3C											1.0
MILITARY LIFESTYLE					BC			BC		BC			3.0
STATESIDE FAMILY				BC			BC		BC		BC	BC	5.0
R/F FS 25-44		73/3.0	67/2.7	71/3.0		73/2.8	72/3.0	71/2.3	72/3.1	71/2.7	73/2.7	75/3.0	
R/F FS 25-34		75/2.9	67/2.7	72/2.9		75/2.7	74/3.2	72/2.3	74/3.0	71/2.7	74/2.7	74/2.7	
R/F FS 35-44		72/3.0	66/2.8	70/3.1		71/2.8	72/3.1	71/2.4	71/3.1	70/2.9	72/2.8	73/2.8	

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